

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the Application.

1-36. (Canceled)

37. (Currently Amended) A method of producing channel letter coil, comprising the steps of:

providing a substrate having a first and second surface;

disposing a first ~~reflective~~ material upon the a first surface of the substrate, wherein the first material has a reflective surface;

disposing a second ~~reflective~~ material upon the first ~~reflective~~ material, wherein the second material has a reflective surface, and wherein no additional material is required to provide a highly reflective surface to the substrate; and

rolling the substrate into a coil, thereby providing a finished channel letter coil.

38. (Currently Amended) The method of claim 37, further comprising the step of disposing an aesthetic material upon the a second surface of the substrate, opposite the first surface, prior to rolling the substrate into a coil.

39. (Currently Amended) The method of claim 37 38, wherein the step of providing a substrate further comprises providing a metal substrate.

40. (Currently Amended) The method of claim 37 39, wherein the step of providing a substrate further comprises providing an aluminum substrate.

41. (Currently Amended) The method of claim 37 40, wherein the step of disposing a first ~~reflective~~ material further comprises disposing a thermo-set polyester coating.

42. (Previously Presented) The method of claim 41, wherein the thermo-set polyester coating is disposed manually.

43. (Previously Presented) The method of claim 41, wherein the thermo-set polyester coating is disposed using a coating machine.

44. (Currently Amended) The method of claim 37 44, wherein the step of disposing a second ~~reflective~~ material further comprises disposing a thermo-set polyester coating.

45. (Previously Presented) The method of claim 44, wherein the thermo-set polyester coating is disposed manually.

46. (Previously Presented) The method of claim 44, wherein the thermo-set polyester coating is disposed using a coating machine.
47. (Currently Amended) The method of claim ~~37~~ 44, further comprising the step of heating the substrate after the first ~~reflective~~ material is disposed.
48. (Currently Amended) The method of claim ~~37~~ 44, wherein the first and second ~~reflective~~ materials are disposed ~~applied~~ to a collective thickness of ~~less~~ greater than about ~~1.4 mils~~ 1-2 mils.
49. (Currently Amended) The method of claim ~~37~~ 48, wherein the first and second ~~reflective~~ materials are disposed ~~applied~~ to a collective thickness between about 1.2 mils and 1.4 mils.
50. (Previously Presented) The method of claim 47, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.
51. (Currently Amended) The method of claim ~~37~~ 44, further comprising the step of heating the substrate after the second ~~reflective~~ material is disposed.
52. (Previously Presented) The method of claim 51, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.
53. (Currently Amended) The method of claim ~~38~~ 44, wherein the step of disposing an aesthetic material further comprises disposing a fluoropolymer coating.
54. (Currently Amended) The method of claim ~~38~~ 53, wherein the aesthetic material is disposed manually.
55. (Currently Amended) The method of claim ~~38~~ 54, wherein the aesthetic material is disposed using a coating machine.
56. (New) The method of claim 37, wherein the first and second material are disposed in a single step.

57. (New) A method of producing channel letter coil, comprising the steps of:
- providing a substrate having a first and second surface;
 - disposing a first material upon the first surface of the substrate, wherein the first material has a reflective surface;
 - disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed at the same time and wherein no additional material is required to provide a highly reflective surface to the substrate; and
 - rolling the substrate into a coil, thereby providing a finished channel letter coil.
58. (New) The method of claim 57, wherein the first and second materials are thermo-set materials.
59. (New) The method of claim 57, wherein the first and second materials are disposed to a collective thickness of less than 1.4 mils.
60. (New) A channel letter coil comprising:
- a substrate having a first and second surface;
 - a first material disposed on the first surface of the substrate, wherein the first material has a reflective surface; and
 - a second material disposed on the first material, wherein the second material has a reflective surface, wherein no additional material is required to provide a highly reflective surface to the substrate and wherein after disposing the first and second material the substrate is capable of being rolled into a coil, thereby providing a finished channel letter coil.
61. (New) The channel letter coil of claim 59, wherein the first and second materials are thermo-set materials.

62. (New) A method of producing channel letter coil, comprising the steps of:
- providing a substrate having a first and second surface;
 - disposing a first material upon the first surface of the substrate, wherein the first material has a reflective surface;
 - disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed to a collective thickness of less than about 1.4 mils and wherein no additional material is required to provide a highly reflective surface to the substrate; and
 - rolling the substrate into a coil, thereby providing a finished channel letter coil.